

Message Text

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PAGE 01 DHAHRA 00175 120844Z

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 W

-----120904Z 020866 /12

R 120800Z FEB 77

FM AMCONSUL DHAHRAN

TO SECSTATE WASHDC 5247

INFO USINT BAGHDAD

AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

UNCLAS DHAHRAN 0175

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PROPOSED JUNE 1977 VISIT OF PENNSYLVANIAN IOGA TRADE
MISSION

REF: STATE 016332, JIDDA 0890

1. CONGEN PLEASED THAT STATE OF PENNSYLVANIA WILL AGAIN FIELD TRADE MISSION IN ITS CONSULAR DISTRICT. IN GENERAL, POST REACTION TO PLANS FOR MISSION RANGE ALONG LINES OF REF EMBTEL. IF THEME, AS NOTED IN REF DEPTTEL, IS COMMUNITY SERVICE, PENNA IOGA TRADE MISSION SHOULD BE AWARE THAT MOST CONTRACTS AWARDED IN THAT ARE ARE WRITTEN BY SAG AGENCIES HEADQUARTERED IN RIYADH. ALSO, BEFORE PENNA AUTHORITIES PROCEED FURTHER WITH PLANNING OF ITS IOGA TRADE MISSION, RECOMMEND THEY HAVE TELCON WITH OPPOSITE NUMBERS IN STATE OF INDIANA, WHICH FIELDDED TRADE MISSION TO SAUDI ARABIA YEAR AGO USING COMMUNITY SERVICE THEME. BELIEVE THAT JAY LAHR, ASST DIRECTOR, INTERNATIONAL TRADE DIVISION, INDIANA DEPT OF COMMERCE, (TEL: 317/633-4539) WOULD BE DELIGHTED TO REVIEW CONTENT AND PLANNING THAT WENT INTO INDIANA IOGA TRADE MISSION AND PERMIT PENNA TO PROFIT FROM HIS EXPERIENCE.

2. TO SUPPLEMENT COMMENT AND OBSERVATIONS MADE IN REF EMBTEL, FOLLOWING IS PROVIDED:

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(A) BELIEVE INCLUSION OF PENNA UNIVERSITY OFFICIAL COULD BE HELPFUL. CONSULAR DISTRICT HAS TWO UNIVERSITIES. ONE OF THESE IS NOW IN FORMATION STATE AND IT VERY POSSIBLE USEFUL RELATIONSHIP MIGHT BE ESTABLISHED -- PARTICULARLY IN FIELDS OF PLANNING AND STAFF RECRUITMENT. PENNA OFFICIALS MAY WISH TO TALK WITH STEPHEN HAYES, TREASURY'S MONITOR IN WASHINGTON FOR MANPOWER ON

SAUDI/US JOINT COMMISSION. HE HAS JUST RETURNED FROM SAUDI ARABIA AND COULD BE VERY HELPFUL IN ADVISING UNIVERSITY ABOUT IDENTIFYING ROLE IT MIGHT CARVE IN SAUDI ARABIA'S TRAINING PROGRAMS.

(B) ADVISE PENNA AUTHORITIES TO SELECT PERSONABLE STATE SENATOR TO LEAD TRADE MISSION. RECENT ECON/CML OFFICER CONFERENCE ON BAHRAIN RECOMMENDED THAT STATE TRADE MISSIONS HAVE SENATORS (OR, PERHAPS, SENIOR STATE OFFICIALS) AS LEADERS, AS THEY QUICKLY DRAW MEDIA ATTENTION TO VISITS AND SERVE AS ATTRACTION WHEN ARRANGING MISSION APPOINTMENTS.

(C) A&E FIRMS ARE DIFFICULT TO PROGRAM IN EASTERN PROVINCE UNLESS, PERHAPS, PENNA COMPANY IS SEEKING PARTNER HERE TO SET UP JOINT VENTURE. IF THAT IS GOAL OF A&E FIRM, THEN IS SHOULD RECOGNIZE THAT SECOND VISIT SHOULD FOLLOW QUICKLY FOR FINAL SELECTION OF PARTNER.

(D) POST IS NOT CERTAIN REGARDING WISDOM OF INCLUSION OF PREFAB COMPANY IN PROPOSED TRADE MISSION, UNLES ITS PRODUCT IS BASED ON CONCEPT THAT PRODUCES FINISHED PRODUCT OF DURABLE MATERIAL SUCH AS FOAM CONCRETE. IF SUCH COMPANY JOINS MISSION, IT SHOULD COME WITH UNDERSTANDING IT MAY NEED TO SET UP JOINT VENTURE AS MEANS TO GAIN POSITION IN MARKET. THERE ARE MANY COMPANIES ALREADY IN MARKET WHO ARE SELLING FROM ABROAD AND NEW COMPANY WILL FIND IT DIFFICULT TO ONLY EXPORT INTO THIS MARKET.

(E) RE PARA 3 OF REF EMBTEL, POST HEARTILY ENDORSES RECOMMENDATION THAT PENNA INCLUDE REPS OF FIRMS SUPPLYING PRODUCTS FOR HOME AND OFFICE INTERIORS.

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3. RE PARA SIX OF REF EMBTEL, POST STRONGLY ENDORSES EMBASSY RECOMMENDATION ADVICE THAT ADVANCE MAN VISIT POST AT LEAST ONE MONTH IN ADVANCE AND BRING COMPLETE SETS OF DOCUMENTATION, BROCHURES, ETC. WITH HIM AT THAT TIME.
BUSHNELL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Executive Order: N/A
Errors: N/A
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